

## The Difference.

There are any number of stores where a man can buy "something to wear." There's only one where he can buy the best he can wear, whether it's Clothing, Hats or Furnishings. THAT'S HERE. There is but the one standard here, and that standard exercises the best efforts of the best producers in the country.

## Gans-Rady Company

any other agency to attract business enterprises to Richmond.

### And Railway Facilities.

In the second place, when the great packing business was looking for a gateway to the South, a big distributing point, a leading consideration was railway facilities. Quick transportation, fast lines, prompt railway service, early delivery are things to be especially considered in the meat business. Dry goods, shoes, notions, hardware and such things may be able to hang up here and there for a day or for a week on slow railway lines and at interior connecting points, but meat, just from cold storage, can't. They must go through and go through in a hurry.

Richmond has three trunk lines to the South, and for quick freight service it cannot be excelled. It is nearer to the South as far as Georgia by freight lines than New York is by forty-eight hours; nearer than Baltimore by thirty hours; nearer to all points in the Carolinas and Virginia than any other city; nearer to Atlanta by anywhere from six to forty-eight hours; nearer to Southwest Virginia and half of Tennessee than Chattanooga; nearer to half of West Virginia than Cincinnati; and nearer to much of the other half than Baltimore.

### Competition Life of Trade.

In the third place: The great packing houses found here local encouragement of various kinds that they did not find at some other points. And, better still, they found a growing market.

The other day, when I was in search of information concerning the meat and provision business as now done in Richmond, and was told of the shipments last year of 12,000,000 pounds and the continued growth of the trade, I asked a leader in this business: "Is there not danger of overdoing the thing? May you not crowd the market to suffocation?" He smiled and replied: "Why, no. Look at our territory—our immense territory, covering three entire States, and the large portions of six others, all reachable from Richmond by her magnificent railway facilities. And then remember that

this meat and packing business, by and by modern methods, is something comparatively new. Its possibilities are limitless. I welcome every new concern in the field. The army of traveling men and agents turn the eyes of the meat merchants to Richmond as the one great meat and provision market of the South. Every new concern increases the business of my house, because it helps us to turn those longing eyes to Richmond, and we are in Richmond, and here for business. We will be right on the firing line with the youngest and most ambitious shop that opens up. I can show you our books, the figures from which will convince you that our business has grown because of competition, and as I before said, we welcome new concerns, new plants, new warehouses and new armies of drummers. They are all bound to preach Richmond, and when they preach Richmond and tell of Richmond's advantages, they spread the story of Richmond's superiority as a meat market; as the trade gateway to the South; we are bound to come in for some of the showers of blessings that fall from such a sound doctrine."

### Here's a Lesson for All.

Now, there is broad-mindedness for you. There is progressive business. There is twentieth century method. There is the kind of unity of action that will be calculated to make all Richmond pull together in one man, which kind will together with twentieth century pull, be bound to make Richmond great.

The same kind of up-to-dateness, if I may coin a word, may exist in the shoe business, the dry goods business, the drug business, the hardware business and all the other wholesale business of Richmond. I am not saying it does not. I am investigating. I am finding out, in order to let the one half of Richmond know what the other half is doing. I am learning a lot that is worth knowing about the meat packing and provision business that is worth knowing, and I am constrained to believe it will be news to many, very many, readers of The Times-Dispatch.

I went through one of these packing

establishments in Richmond one day last week and saw things that were new to me, and I reckon they would be new to many other folks in this good old town. It is a big shop, the biggest of its kind South of New Jersey and north of New Orleans—bigger perhaps than anything in New Orleans.

The plant that I refer to cost a great deal of money—something less, but not a great deal less, than two hundred thousand dollars—and it is fully equipped with all the modern improvements and up-to-date facilities for the meat business. In this establishment there is cold storage for fresh meats and all manner of provisions, such as lard, butter, sausage, pork of all kinds and varieties, corned meats, eggs, vegetables and any and everything that needs to be kept.

Beef is brought to this establishment from the West, where it has been carefully slaughtered and hauled in refrigerated cars. These cars are backed up to the doors of the packing house, the meats removed to the cold storage rooms, where they are kept in the semi-frozen state until called for by local or out-of-town trade, and then they are put fresh upon the marketman's bench.

### How Distributed.

This house and others of its kind furnish fresh meats to every point within a circle of 250 miles around Richmond. They are enabled to do this by the superior shipping facilities and fast freight schedules that they find here—advantages over those of any other point reaching South and Southeastern territory. The cold fresh meats are taken from the ice-cold storage rooms, loaded in a fifty into refrigerated cars, and in anywhere from one to twenty-four hours they are landed, ready for the cook stove, at almost any point within two hundred and fifty miles of Richmond.

This is different, wonderfully different, from the olden times. This writer is not an old man—not very old—but he well remembers the time that breakfasts for breakfast, roast beef for dinner and beef hash for supper were unheard of in these parts in warm weather. Beef, like oysters, had to be eaten only in the winter.

By modern methods, the methods that have obtained in the last few years, a

backwoods countryman, if he lives anywhere near a railway station, can have a porterhouse steak for breakfast every morning in the year, winter and summer. If he lives within two hundred and fifty miles of Richmond, he need not suffer for steak even on a hot August morning. And if he wants his ham already come, shoulder mutton, or a fact, most of the ham served in Richmond restaurants is cooked in these big packing establishments.

### The Equipment.

This establishment and it is but one of quite a number in Richmond, and its description is a picture for all—is perfectly equipped. It is supplied with modern steam engines, that supply all necessary power for elevators, for the movement of cars, for heating heat, etc. It is supplied with electric engines for generating power, making lights and operating minor machinery. It is supplied with machinery for making lard and rendering the necessary fat for cold storage. It is supplied with cold storage warehouses.

It is supplied with necessary ranges, grates and fire-places for curing fresh meats. Pork in all sorts of shapes—in hams, shoulders, sides and jowls—are put in smoke rooms, and in a few hours are cured to the bacon state by the aid of smoke that comes from immense hickory wood fires made in the great smoking houses in the basement. It is the old-time smokehouse modernized and brought up to twentieth century methods, and the ribs and sides and hams and jowls are just like the old-time ones in appearance, taste and sweetness, and they are cured in less time.

I could find no accurate figures by which to give an exact idea of how much green meat is cured into bacon in Richmond packing houses in a year, but from such as I could get I estimate that close onto one-half of the 12,000,000 pounds of meat shipped from here last year was cured here.

### Storage Facilities.

This establishment has storage facilities that are simply immense. On one floor that specially attracted my attention I saw what came to me to be enough white meat to last all Virginia a decade. This white meat came in storage cars from the West, and was banked up there for distribution throughout the South. It was in all sorts of shapes. Here was a stack of jowls, there an immense pile of middlings, yonder a world of shoulders, over here a quarter of an acre (almost) of ribs. It was explained to me that with this meat arranged in storage in that way a refrigerator car can be backed up to the door and loaded in twenty-five minutes with a variety of meats for any point in the South. Two or three retailers in such points could be supplied with all the different shapes of meat in one car, and thus the carload freight rates could be taken advantage of.

Not only this, but in the next storage room there were hundreds of barrels of corned meats, and in yet other there were fresh meats, such as beef, mutton, etc., and also butter, sausage, etc. All these departments could be drawn upon five hundred people on the pay rolls of the packing houses of Richmond. The labor-saving apparatus used enables these people to make more wages, better than they could earn without the aid of modern machinery.

### People Employed.

I wish I had a department of one of these big packing establishments. A stroll through one of them was a revelation to me, and I am constrained to believe the story of it would entertain the reader, but lack of space forbids further details. I am, however, that struck me should be mentioned.

One would naturally guess, after reading what has been told of labor-saving

# \$50,000.00

## Cash Given Away to Users of LION COFFEE

We are going to be more liberal than ever in 1904 to users of **Lion Coffee**. Not only will the Lion-Heads, cut from the packages, be good, as heretofore, for the valuable premiums we have always given our customers, but

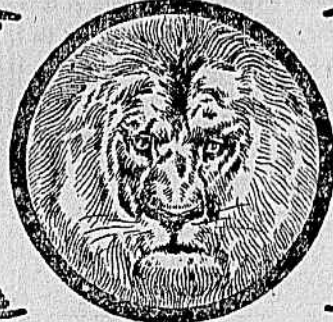
## In Addition to the Regular Free Premiums

the same Lion-Heads will entitle you to estimates in our \$50,000.00 Grand Prize Contests, which will make some of our patrons rich men and women. You can send in as many estimates as desired. There will be

### TWO GREAT CONTESTS

The first contest will be on the July 4th attendance at the **St. Louis World's Fair**; the second relates to **Total Vote For President** to be cast Nov. 8, 1904. \$50,000.00 will be distributed in each of these contests, making \$100,000.00 on the two, and, to make it still more interesting, in addition to this amount, we will give a **Grand First Prize of \$5,000.00** to the one who is nearest correct on both contests, and thus your estimates have two opportunities of winning a big cash prize.

Five Lion-Heads cut from Lion Coffee Packages and a 2 cent stamp entitle you (in addition to the regular free premiums) to one vote in either contest:



Printed blanks to vote on found in every Lion Coffee Package. The 2 cent stamp covers the expense of our acknowledgment to you that your estimate is recorded.

### WORLD'S FAIR CONTEST

What will be the total July 4th attendance at the St. Louis World's Fair? At Chicago, July 4, 1903, the attendance was 283,273. For nearest correct estimates received in Woolson Spice Co.'s office, Toledo, O., by July 1st, 1904, or before June 30th, 1904, we will give first prize for the nearest correct estimate, second prize to the next nearest, etc., as follows:

1 First Prize	\$25,000.00
1 Second Prize	1,000.00
2 Prizes—\$500.00 each	1,000.00
5 Prizes—200.00	1,000.00
10 Prizes—100.00	1,000.00
20 Prizes—50.00	1,000.00
50 Prizes—20.00	1,000.00
100 Prizes—10.00	1,000.00
1500 Prizes—6.00	9,000.00
<b>TOTAL</b>	<b>\$20,000.00</b>

### PRESIDENTIAL VOTE CONTEST

What will be the total Popular Vote cast for President (votes for all candidates combined) at the election November 8, 1904? In for nearest correct estimates received in Woolson Spice Co.'s office, Toledo, O., by July 1st, 1904, or before June 30th, 1904, we will give first prize for the nearest correct estimate, second prize to the next nearest, etc., as follows:

1 First Prize	\$25,000.00
1 Second Prize	1,000.00
2 Prizes—\$500.00 each	1,000.00
5 Prizes—200.00	1,000.00
10 Prizes—100.00	1,000.00
20 Prizes—50.00	1,000.00
50 Prizes—20.00	1,000.00
100 Prizes—10.00	1,000.00
1500 Prizes—6.00	9,000.00
<b>TOTAL</b>	<b>\$20,000.00</b>

## 4279 PRIZES 4279

Distributed to the Public—aggregating \$45,000.00—in addition to which we shall give \$5,000 to Grocers' Clerks (see particulars in LION COFFEE cases) making a grand total of \$50,000.00.

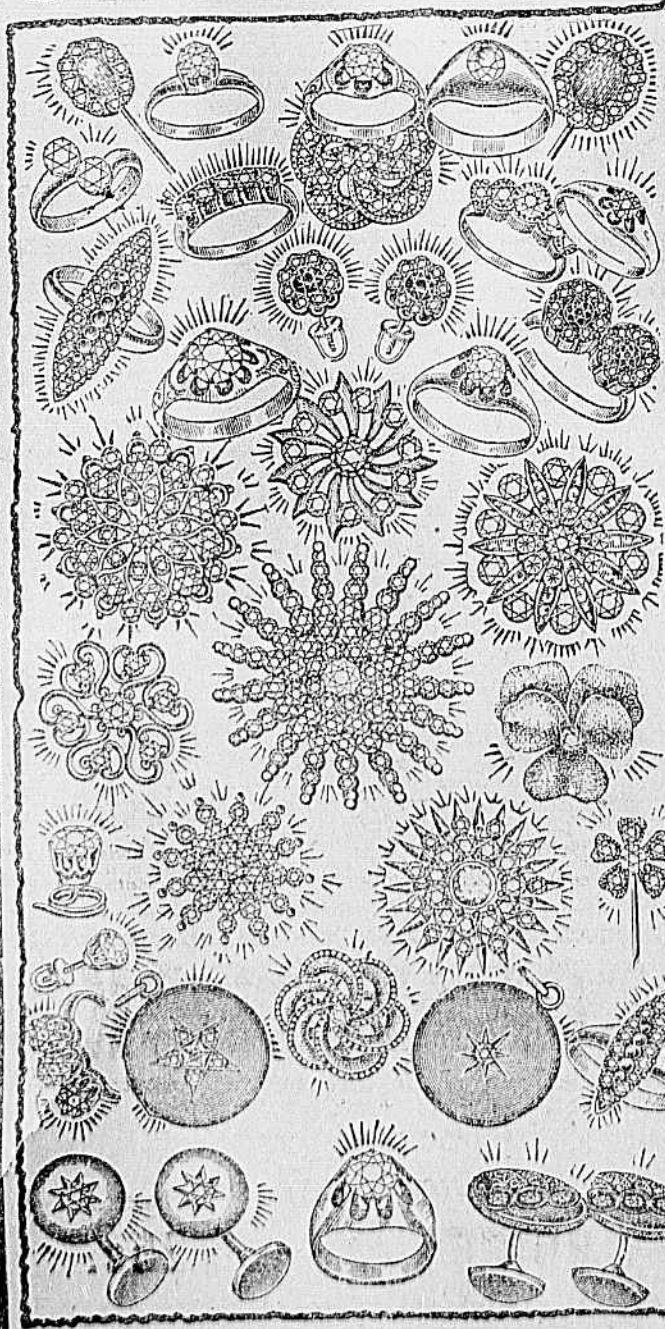
COMPLETE DETAILED PARTICULARS IN EVERY PACKAGE OF

# LION COFFEE

WOOLSON SPICE CO., (CONTEST DEPT.)

TOLEDO, OHIO.

# Great Clearance Sale of Barrios Diamonds



The same goods that have been sold in your midst for \$4.50 — commencing to-morrow for . . . **\$2.00 Each**

## Our Object Has Been Attained.

We placed our goods on sale in this city for the purpose of introducing them to the people in this vicinity.

We have actually shown you that Barrios Diamonds are the finest imitations on earth and positively defy detection. After the close of this sale these famous stones will be sold only by the leading jewelers at so much a karat and at a price far in excess of the prices we are now asking for entire pieces.

This magnificent stock must positively be sold at once.

### While They Last

- \$4.50 Rings—your choice
- \$4.50 Brooches " "
- \$4.50 Pins " "
- \$4.50 Studs " "
- \$4.50 Earrings " "
- \$4.50 Lockets " "

Every Barrios Diamond is guaranteed to retain its brilliancy forever and the mountings for fifteen years.

Take advantage of this sale at once. Come early and select the brightest and prettiest goods.

At THE COHEN CO. S.

### Chips From the Block.

The profits that Richmond and Virginia get from these great meat and provision distributing depots do not stop within the walls of the shop or shops that I have described.

Take the lumber business, for instance. A very large part of the meats shipped out of these establishments is packed in boxes. I have looked on the railroad books, and I find that something over five hundred carloads of lumber were used last year in making boxes for the use of the meat and provision trade of Richmond. Pursuing this one item further, I find that the meat and provision establishments paid out last year the sum of forty thousand dollars for empty boxes. This one item is enough to illustrate as to the chips that fall from the block, but suppose we stop to consider the feed the dray horses consume, the coal that is burned, the wood that is used, the jobs that necessarily fall to the mechanics' shops, and the thousand and one other chips that are bound to fall from the block, and it is easy to figure out more than a hundred thousand dollars that come in annually through the side door that must of necessity hang around this big meat and provision circus that makes Richmond an all the year 'round stand.

### The Conclusion of It All.

I was particularly struck with the statement of one of the leaders in the provision trade, referred to above, that he invited competition; that the more men who came here to engage in the meat and provision business the better he liked it, because they would necessarily have to cut Richmond's horns, and the more they tooted the more the territory that is open to Richmond would know of Richmond's importance and superior advantages as a distributing and wholesaling point.

The lesson I want you to take is this: his own business had increased and enlarged every time a new competitor came in the field. What is true of the meat and provision trade must be true of every line of business. It is true that Richmond is naturally, geographically, railroadatically, and in all other respects, a great wholesaling point, with an immense territory yet to be developed. The great packing establishments of the West have found it out, and have backed their judgment by the expenditure of thousands upon thousands of dollars in establishing distributing depots here. These people were not animated by sentiment. As an original idea they did not know Richmond from Kalamazoo, or Virginia from Arizona. They were looking only for business, and the most favorable business conditions. They found them here, and here they came.

### Costly Snuff-Box.

A superb snuff box of the Louis XV. period was sold in London recently for \$30,000. The box was gold sides and decorated with hand-paintings and diamonds.

## VIRGINIA'S NEWEST MART OF TRADE

South Hill, in Mecklenburg, Rapidly Growing in Importance.

(Special to The Times-Dispatch.)

SOUTH HILL, VA., April 16.—Located in the lower end of Mecklenburg county, near the North Carolina line, on the Norfolk and Danville branch of the Southern Railway, is the town of South Hill. Three miles to the east, the trunk line of the Seaboard Air Line crosses the Southern, affording excellent railroad advantages.

Thirteen years ago the spot now decked with picturesque residences, churches and business houses was a vast stretch of farm land, with only one or two houses inside of the present limits of the corporation. On the spot now covered by the handsome new Methodist Church stood an old building, the only church within five miles. The town now supports a Methodist, Baptist and a Christian Church, and arrangements are being made for the erection of a Presbyterian. A few years ago parties desiring to go to other Blackstone, thirty-five miles away, or to Chase City, a distance of twenty-five miles. To-day the people enjoy the advantage of four trains daily on the Seaboard Air Line. A person living in the town of South Hill can easily spend the day in Richmond or return the same night. In the last two years the size of the town has more than doubled. At present there are sixteen mercantile establishments in the place, a bank, three warehouses for the sale of leaf tobacco, with a number of course of erection. These warehouses are all over 120 feet in length, and 60 feet wide. There is also a tobacco stemmery and numerous privies.

South Hill stands high as a tobacco market. Up to April 1, there had been more than three and a half million pounds of tobacco sold on the place, the warehouses of the county are constantly coming into the town, engaging in business, and building homes, while others are investing in its enterprises, all of which express confidence in the future of the coming town of Southside Virginia.

### WARRENTON, VA.

(Special to The Times-Dispatch.) WARRENTON, VA., April 16.—The point-to-point races of last week culminated the hunting season to close here. Messrs. John R. Townsend and Leo J. Martin, of New York, left a few days ago, and other sportsmen are following in their steps. Mr. F. Ambrose Clark has been attending the races at Warrenton, and a couple of stunts in the club races here last week, "Pucker-Brush" and "Lentry," but neither mount was among the winners. However he rode later to victory on the track at Washington, winning the amateur cup race for gentlemen riders.

Admiral Howell, U. S. N., spent a few days here this week. Mr. and Mrs. Henry Bull, U. S. A., made a brief stop here while en route to the Philippines. Among other army people here during the past few days were Mrs. Shoane and Mrs. Michie. Hon. M. Green, of Richmond, is at his home here. Mrs. Todd, Mrs. Britton and Mrs. M. M. Green have returned from their tour to California, after a most delightful experience.

### IMPORTANT CHANGES IN SCHEDULE, R. F. EFFECTIVE SUNDAY, APRIL 17, 1904.

**NORTHWARD.**  
Train 50, leaving Main Street Station, 6:15 A. M., will be known as No. 31, leaving 6:15 A. M. daily.  
Train No. 6, Ashland Accommodation, will leave Elba Station 6:30 P. M., except Sunday, instead of 6:25 P. M.  
**SOUTHWARD.**  
Train No. 2, Fredericksburg Accommodation, will arrive Byrd Street Station 8:20 A. M., except Sunday, instead of 8:15 A. M.  
Train 57, arriving Main Street Station 10:55 P. M., will be known as No. 31, arriving 10:20 P. M. daily.  
W. P. TAYLOR, Traffic Manager.

## CASTORIA

For Infants and Children.

The Kind You Have Always Bought Bears the Signature of *Charles H. Fletcher*

DAILY (EXCEPT SUNDAY) SERVICE, VIA THE POPULAR YORK RIVER LINE.

Effective April 18th, 1904, steamers of York Line will sail as follows: Sunday, York Line will sail from Richmond at 4:30 P. M., leaving at 5:00 P. M., except Sunday. It is the most economical and attractive line of the Chesapeake and Potomac Rivers, New York and all the North and East.

C. W. WESTBURY, D. P. A.

## CASTORIA

The Kind You Have Always Bought Bears the Signature of *Charles H. Fletcher*

Right a box in the strong fire and burglar proof vault of the State Bank of Virginia. Charges moderate.

## CASTORIA

The Kind You Have Always Bought Bears the Signature of *Charles H. Fletcher*

T. P. A. CONVENTION, LYNCHBURG, VA., SPECIAL RATES VIA R. F. ROUTE.

For T. P. A. Convention at Lynchburg, Va., April 25th to 30th, the Chesapeake and Ohio will sell tickets from Richmond to Lynchburg and return on April 25th, 26th and 29th, with limit of May 3d, at rate of \$2 round trip. Train leaves Richmond 10:20 A. M. daily with parlor car.

## CASTORIA

The Kind You Have Always Bought Bears the Signature of *Charles H. Fletcher*

\$16 ROUND TRIP TO ST. LOUIS VIA C. & O. RAILWAY, TUESDAY, MAY 24TH.

On Tuesday, May 24th, the Chesapeake and Ohio will sell coach excursion tickets from Richmond to St. Louis, Mo., and return at rate of \$16, tickets good for ten days, including date of sale. Special attention paid to special parties.